MATWATCH

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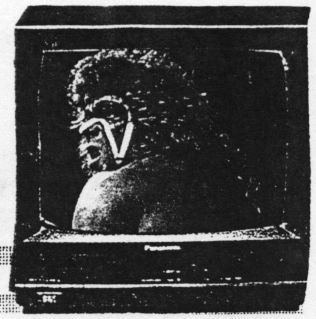


THIS WEEK'S HEADLINES

"SLAM" BUY-RATE MATCHES WM6

PHILADELPHIA---SUMMER SLAM III may have been a critical disappointment but the pay-per-view special was a subscription success.

Key cable operators say the Aug. 27 pay event averaged a 3.8% buy-rate in 14 million possible homes (530,000 subscriptions).

Official figures won't be available for 60 days but if the preliminary totals hold up, SSIII will gross an estimated $12.6 million.

CALLOUS DEPARTS NWA; EXPECTED TO JOIN TITAN

ATLANTA---Former NWA Skyscraper Mark Callous (Callaway) has left the promotion and is expected to sign with Titan Sports.

Callaway, who reportedly never signed his NWA contract, gave notice early last week and informed sources say he is "very close" to a starting date with the WWF.

World Championship Wrestling, Inc., chief Jim Herd told MATWATCH, "Mark apparently didn't feel he was being used correctly, which is the case with a lot of wrestlers today." Herd said the departure is effective immediately.

NWA PLANS 900 OCTOBER "FANS JAM"

ATLANTA---Turner Home Entertainment is tentatively scheduling THE GREAT AMERICAN FANS JAM Oct. 5 on The Wrestling Hotline.

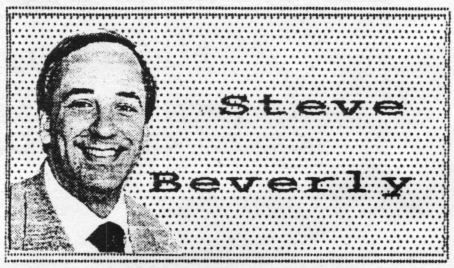
If all goes according to plan, Jim Ross and Lance Russell will anchor the live 900 number event from Atlanta with Gordon Solie in Tampa, Bob Caudle in Raleigh and other NWA announcers in different cities.

Plans have not been finalized for the telephone event but callers will be able to interact live with the announcers and during several different programs during the evening. The event will be subtitled AMERICA'S GREATEST WRESTLING PARTY LINE. Promotion is expected to begin in early to mid-September.

What's the Next Step?

LIFE BEYOND PAY-PER-VIEW

I remember more than four years ago when people told me pay-per-view was just a "passing thing." "Nobody will ever pay $25 just to see one show on TV," several associates at Auburn University roundly predicted. A lot of nobodys did and have. But just last week, I was asked on radio what the next major step in pro wrestling on TV would be.



As talk show host Tom Snyder once said, "Some of the things I think are right turn out to be some of the wrongest things." But I've been quoted as saying I sense two evolutions affecting this industry in the next five to ten years---one because of inevitability and a second because of changes in technology which will force further alterations in the broadcast and cable fields.

First, I believe wrestling will eventually go the way of boxing in arena shows, at least in "major league" promotions. The top circuits will continue weekly cable and syndicated series as long as they maintain acceptable ratings and draw profitable national advertising. Whether the amount of shows will be retained is a question mark. As Diane Mermigas of ELECTRONIC MEDIA magazine told me 18 months ago when, for the first time over a quarter, no wrestling show made cable's top 10, "I believe as cable programming continues to become more sophisticated and more money is poured into original movies and special events, you'll see the ratings for wrestling shows continue to decline." I see arena promotions moving in the direction of being strictly the "super-show," and even fewer monthly or quarterly visits to recurring cities. The argument I've been given why it hasn't already happened is that the WWF or NWA could not afford to pay the talent just to work one or two shows a month but the more pay-cable revenues drive this business and travel costs increase, along with the increasing selectivity and sophistication of fans, it is an inevitability wrestling will follow what happened to boxing in the mid-1960s when its weekly prime time showcase left network TV and weekly cards ended in arenas. With the exception of the weekly TV shows on ESPN and USA, boxing is strictly a big-ticket, title showcase.

The other evolution will come in technological changes which are virtually upon us: direct broadcast satellite and fiber optics. Three companies are already beyond the developmental stage to offer DBS to homes with small, roof-mounted dishes about the size of those used in England. Potentially, DBS can deliver four times as many channels as the average cable system and offer more pay-per-view options. If prices of the dishes drop as low as $200-300 each, and they will, you'll see the big companies striking deals for made-for-DBS wrestling shows because most of you will rush out to buy that small dish if the DBS companies (and one is a partnership which includes NBC and Rupert Murdoch) can deliver the amount of programming currently promised.

As for fiber optics, Ma Bell has the capability today to transmit programming by a fiber system. The only hangup is whether government will allow the phone company into the cable business. The Bell System says it can deliver programming cheaper than standard cable and allow subscribers more a la carte options (picking services you want and eliminating those you don't). This

(Continued on Page 2)

STEVE BEVERLY

(Continued from Page 1)

is being fought tenaciously by the cable industry because it could seriously weaken their ability to force you to take 20 channels you never watch to get 10 you frequently do. If the phone company ever gets into the television business, it could potentially fractionalize the universe for existing cable services; hence, cutting into total potential homes for wrestling shows.

Think it's just pipe dreams? All that's necessary is for some government red tape to be waded through and the hardware to become affordable to the average consumer. And that's why how you view wrestling in 1995 may be broadly different from the way it is today. Could we ever see THE WRESTLING CHANNEL? I doubt it---but then I never thought we'd see two 24-hour comedy channels, either.

Pinfall Profile

AFTER SLAM: NOT ONE OF THE BEST

By now, I suppose it's obvious, we failed to total our MATWATCH 25 SCALE for SUMMER SLAM '90 but the 15.2 power rating is well off the clip of the last two WWF pay-per-view shows and, frankly, the most disappointing of the three August shows.

Our MATWATCH telephone poll only registered 141 callers on this one with 61% giving it a negative rating, 36% positive and 3% either average or with no opinion.

Bob Stascak of Lorraine OH said: "I have to rate it below last year's NWA HALLOWEEN HAVOC as the worst pay-per-view show I've ever seen." Bruce (Bubba) Snyder, WTVM sportscaster in Columbus GA added: "Most of it stunk. I thought the Hogan match was the same old stuff and even though Rick Rude seemed to be pumping, there were an awful lot of dumb moves in that cage match and I wasn't impressed with the Ultimate Warrior at all."

Archie Clark of Lincoln NE had a different view: "I thought they set up a lot of new feuds with good angles and I felt you had reasons for at least three new matchups to start."

And then there was Margaret Carlyle of Jacksonville FL: "If somebody doesn't finally retire Dusty Rhodes, I'll vomit on the screen. It was the same old Dusty stuff we've seen for 15 years and the only redeeming part of it was when those Philadelphia fans cheered Randy Savage when he won."

From a television standpoint, my own view is Titan did as weak an in-show job of building the top two matches as the NWA did making Flair vs. Sting larger-than-life. The interviews were only done SATURDAY NIGHT'S MAIN EVENT-style and there was little suspense in the viewer's mind that Rude would win because the show never really registered him as a serious threat that night to the belt.

Plus, as we intimated last week, as long as Hogan matches as semi-finals on pay-cable shows, Ultimate Warrior title defenses are going to appear as an afterthought. It's next to impossible to follow that tremendous crowd heat and the situation reminded me of how tough it was at WRESTLE WAR '89 for the Road Warriors-Varsity Club tag team match to follow the explosive Funk-attacks-Flair angle. Titan cannot hide how Hogan is still The Franchise and placing his matches second from the top will perpetually dilute Warrior's strength.

Finally, as for the announcing, Vince was too much of a carnival barker, as usual, at the start and Piper was too hyper, so for the first hour, you had little contrast and the narrative was too abrasive. Piper settled down in the second half to become more insightful and interesting but I'm not sure in the long run these two aren't going to be too much alike to be effective. Then, again, it's hard to be AS effective when you're having to follow perhaps the best color commentator in the history of this genre.

MATWATCH Confession

"...I Was a Cheerleader for The Varsity Club"

In the WBBJ-TV newsroom last week, we were discussing the relative demerits of the previous night's SUMMER SLAM when a voice perked up from behind a typewriter.

"What happened? What was it?," my reporter asked.

"It was SUMMER SLAM last night," anchorman John Scofield forcefully answered.

"What is a SUMMER SLAM?," the reporter followed.

"It was a pay-per-view wrestling show on cable last night. You know, Hulk Hogan, The Ultimate Warrior and the boys," I told her.

"WRESTLING??? The closest I've ever been to wrestling was at this show last year in Nashville," she offered. "It was in May."

"May? Was it WRESTLE WAR? If it was, *I* was there! Why didn't you come see me?," I asked.

"Hey, I was a cheerleader for the Varsity Club," she innocently volunteered, not knowing it was a confession she would never live down in my presence.

As it turns out, Rita Stone, one of my reporters and midday co-anchors at WBBJ, was one of the Middle Tennessee State University cheerleaders picked to do a routine in the ring to bring on Mike Rotunda and Steve Williams before their world tag team title defense against the Road Warriors. A routine, as I recall, few people concentrated on after the intensity of Terry Funk maniacally attacking Ric Flair.

"Yeah, it was fun. They paid us $50 apiece---though it took FOREVER to get the money," Rita said. "It was interesting to see how different they all were backstage."

"You mean it didn't make you a wrestling fan?," I wanted to know.

"Hey, I was spending my time with all the Turner people and the CNN folks---because I wanted to find out if I could work there," Rita said, counting her blessings she had settled for the cosmopolitan world of Jackson TN. "I haven't been to a wrestling match since and don't know when I will."

"But Rita," I proclaimed, "you have to realize you are now a great answer to a trivia question. You were actually one of the cheerleaders for the Varsity Club! Do you realize only about 25 women in the world can say that? And people at home actually paid $14.95 apiece to see you! Boy, I'm never going to let you forget this." And to this day, whereever Rita travels in our station, she never knows when her boss will strike up a chorus of "Mr. Touchdown, U.S.A."

TV TEMPO

Aug. 27-Sept. 2

(IWA) - Thunderfoot d. Preston Steele w. loaded boot; Larry Cameron d. Moondog Spot by holding ropes; Kevin Von Erich double DQ vs. Jules Strongbow when Cameron/Spot make it a 4-way; Terminator/Sunny Beach d. Bounty Hunters; Dean Malenko d. Jim Backlund. RESTHOLD.

(WWF/USA) - [PRIME TIME]: Gene Okerlund is guest co-host; Kerry Von Erich d. Barry O; VIDEO: Sgt. Slaughter; Demolition d. Mario Mancini/George Skoaland; Ronnie Garvin d. Pez Whatley; Big Bossman d. Mike Williams; Barbarian d. Ron Cumberland; Jimmy Snuka d. Brooklyn Brawler; Legion of Doom d. D.K. Blanch/Paul Perez; Jim Duggan/Nikoli Volkoff d. Black Bart/Bob Bradley; Curt Hennig d. Koko B. Ware. BOMB-PLUS.

(ALL-JAPAN) - [8/6]: Steve Williams d. Toshiaki Kawada; WORLD LT. HWT. TITLE: Masa Fuchi d. Pete Roberts; TRIPLE CROWN: Stan Hansen d. Mitsuhara Misawa to regain title. RESTHOLD.
[8/13]: {RETROSPECTIVE} Career of Misawa. NO RATING.

(NEW JAPAN) - [8/11]: Noria Honaga d. Kurisu; Koji Kitao d. Vladimir Dorkovich; Riki Choshu/Masa Saito d. Kokina/Samu; Shinya Hashimoto d. Alexis Chulin. RESTHOLD-PLUS.
[8/18]: Animal Hagamuchi d. Kurisu; Destruction Crew d. Choshu/Kengo Kimura; Bam Bam Bigelow/Big Van Vader/Soultaker d. Keiiji Muto/Hashimoto/Masahira Chono. DRAW.

(AWA/ESPN) - Jonnie Stewart d. W.T. Jones; Curtis Hughes d. Jamie Magnum; Col. DeBeers d. Tom Bennett; AWA TAG TEAM TITLE: D.J. Peterson/Trooper d. Destruction Crew to win belts. RESTHOLD.

(LUCHA LIBRE) - Las Irmas d. Zuleyman/Lola Gonzalez 2-3; Astro de Oro/Mascara Sagrda/Octagon d. Javier Llanes/Espectro Jr./Espectro de Ultratumba 2-3 by DQ when heels removed Octagon's mask; Javier Cruz/Angel Azteca/Atlantis d. Satanico/El Dandy/Emilio Charles Jr. 2-3; Solomon Grundy/Vince Apollo/El Rayo de Jalisco Jr. d. Pirata Morgan/Los Dinamita 2-3; Sangre Chicana/Ringo Mendoza/El Faraon d. Los Infernales/Loco Gringo (Ken Timbs) 2 straight by DQ. POWERSLAM.

(PRO WRESTLING '90) - Fabian d. Steve Lawler; (MAT CLASSIC) Kiwis d. Hart Brothers; (INTL) Jumping Bomb Angels d. Judy Martin/partner; Bugman Michaels d. Death Row; (5-STAR) Manny Fernandez d. Todd Brewer; Randy Rose d. Black Goliath; Festus d. Joel Deaton by DQ. RESTHOLD.

(USWA/WMC) - [Last 10 min. pre-empted by Bush news conf.]: Brian Lee/Don Harris d. Ken Raper/Freezer Thompson; Bill Dundee/Jeff Gaylord d. Twilight Zone; (From MID-SOUTH) Vicious Vicki d. Dirty White Girl by DQ when Tony Anthony runs in & decks Vicki but Bill Dundee saves & Vicki decks Anthony; (STUDIO) Rex King/Joey Maggs d. Anthony/Keith Eric on reversal after Dundee/Vicki tell ref Anthony scored fall when DWG hit Maggs w. whip. (POST-MATCH ANGLE) As Dundee/Vicki interview, Anthony/DWG attack & DWG breaks bottle over Vicki's head & Tony drives jagged glass into Vicki's head (she juices); Kowabunga d. Eric; (From MID-SOUTH) Brickhouse Brown wins 19-man battle royal after refusing to split jackpot w. Eddie Gilbert. Gilbert's gang jumps Brick after, then attack Eddie Marlin, who juices; (STUDIO ANGLE) Marlin "fires" the Gilberts & Sam Lowe. Eddie Gilbert keeps yelling "you can't fire me" to Marlin. Camera follows them to parking lot where the two Eddies get into shoving match. Gilbert then pushes Marlin to the pavement and kicks him until Lawler runs him off. Eddie gets into Doug's car, revs the engine and hits Lawler (who takes spectacular bump over the side of the car) with the car. Lawler is helped inside by faces & later returns with head bruises (see story on Page 5). (MID-SOUTH) [USWA TAG TITLE] Jeff Jarrett/Jeff Gaylord d. Lee/Harris on reversal when ref learns Downtown Bruno hits Jarrett w. handcuffs. Belts held up. PILEDRIVER.

SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Mid-scale rating.

(NWA/SYND.) - [NWA PRO]: (Cable problems delayed start in our area) Mark Callous d. Rick Fargo; (VIDEO) Master Blasters; Freebirds d. Pat Rose/Zan Panzer; Junkyard Dog d. Mike Thor; Sid Vicious d. Dave Diamond; (DANGER ZONE) Paul E. delivers an editorial. NO RATING OFFERED.
[WORLD WIDE]: DOOM d. Tim Parker/Rick Ford; Rock & Roll Express d. Mike Thor/J.D. Wolfe; Samoan Swat Team d. Pat Rose/Barry Horowitz; (WRAPUP) Black Scorpion speaks; Callous d. Zan Panzer; Brian Pillman d. Sgt. Buddy Lee Parker; Barry Windham/Arn Anderson d. Darrell Johnson/Allen Reynolds. BOMB-PLUS....another all-squash syndication weekend.

(USWA/SYND.) - [CHALLENGE]: {From Aug. 3} Jarrett/Lawler vs. Sweet Daddy Falcone/Gary Young where Lawler suspended for piledrivijng ref; Steven Dane d. Kevin Dillinger when Mike Davis runs in; Chris Adams/Chris Von Erich d. Steve Austin/Percival Pringle III but Austin/Percy doubleteam Von Erich after until Adams saves w. chair; (HAIR VS. LIFTING LAWLER'S SUSPENSION) Jarrett d. Young. DRAW.

(WWF/SYND.) - [SUPERSTARS]: Bushwhackers d. Duane Gill/Barry Hardy; {SUMMER SLAM CLIPS} Sapphire "bought" by Ted DiBiase; Kerry wins I-C title; Harts win WWF tag titles; Warlord d. Scott Colantonio; (VIDEO) Tugboat on ship; Snuka d. Barry O; Slaughter d. Sonny Blaze; Duggan d. Chris Duffy; BRO. LUV: Rick Martel gives Bruce a bottle of arrogance; L.O.D. d. Blanch/Perez; Earthquake d. Cumberland. BOMB-PLUS.

(CNWA) - Bill Jodoin d. Lenny St. Clair; Sumohara d. Masked Eagle; Akam Singh d. Don MacCullough by DQ; Ballplayer/Jason Anderson d. Bowlers on reversal when Fred May tells of Desiree Petersen's run-in; Ron Ritchie d. Johnny Smith by DQ. BOMB-PLUS.

(NWA/TBS) - [POWER HOUR]: JYD d. Thor; Pillman d. Doug Vines; (LOUISVILLE SLUGGER) Jim Cornette w. Sting; Nasty Boys d. Parker/Scotty Williams; Vicious d. Diamond; Lightning Express d. Midnight Express by DQ when Stan Lane throws Tim Horner over top. Southern Boys save. RESTHOLD-PLUS.
[WCW]: Brad Armstrong d. Brian Carr; (WRAPUP) Scorpion interview; Sting d. Sheik Ali Shikar; Callous d. Jason Knight; Steiners d. Snake Watson/Death Row; Lex Luger d. Vines; Vicious d. Joe Cezana; (VIDEO) Blasters. BOMB-PLUS.

MATWATCH NEWSLINE

(901) 664-9246

LINES OF THE WEEK

1. Eddie Gilbert, WMC: "You call me a killer? I'm not a killer. Lawler, you killed Andy Kaufmann. He's not around any more." 2. Studio fan, WMC, after Lawler hit by car: "Hey, Lawler ain't no stuntman." 3. Caller & Paul E. Dangerously, WPOJ-FM: (CALLER) "Did you film any prostitutes on Fifth Avenue?" (PED) "No. We shot the Statue of Liberty---she's a slut in the harbor." 4. Paul E., PH: "Terry Taylor's back in the NWA? That ought to be real EGG-citing." 5. Chris Cruise/Ashley Kennedy, LPWA: (CC) "That was certainly quick." (AK) "Yeah, that's what your girl friends have to say about you lately." 6. Bobby Heenan, PTW, on Hulk Hogan: "Everybody loves him. Of course, a lot of people like junkfood." 7. Cruise/Kennedy, LPWA: (CC) "Stuffing?" (AK) "I'm not talking about the stuffing in your pants. I'm talking about the stuffing in her bra." 8. Heenan, PTW, on Gorilla Monsoon: "I've told him, 'Peel the bananas when you eat 'em. Don't eat the skin.'" 9. Michael Hayes, NWA PRO, on Vicious: "The only reason the fans cheer for him is they're too scared to boo him." 10. Roddy Piper, WWF: "I'd give a million dollars to see a sideburn on Fuji."

11. Vince McMahon, WWF, on Sgt. Slaughter: "He was kinda like a little Gomer." 12. Jim Ross, WCW, on Sheik Ali Shikar: "Not the most popular guy at a 4th of July picnic." 13. Ross/Dangerously, PH, on Doug Vines: (PED) "He shampooed his hair back in 1978." (JR) "He has that Shemp Howard look." 14. Heenan, PTW, on hosting show: "It's like when you open up the matchbook box and it says, 'You, too, can be on TV.'" 15. Paul E., PH: "I'm a sinner. Sinners can reform but stupid is forever and Cornette is stupid." 16. Heenan, PTW, on Ronnie Garvin: "He looks like Bart Simpson in that electric chair haircut." 17. Gilbert, WMC: "Look up in the air: is it a bird? Is it a plane? No, it's SUPERLAWLER!" 18. Eddie Marlin, WMC: "Sam Lowe, I'm going to show you the color of your own blood." 19. Brickhouse Brown, WMC, to Gilbert: "I'm gonna be on you like white on white." 20. Piper, WWF, on BRO. LUV lookalike: "It's just Jim Bakker in drag."

21. Piper, WWF: "I was an 'A' student in school. Ayyy, what's in your lunch box? Ayyy, let's blow the day and go swimming." 22. Ontario Premier David Peterson on election opponents: "They remind me of Demolition. (Mike) Harris would AX every decent program we have in this province and (Bob) Ray would SMASH the economy." 23. Paul E., WCW, on Jim Cornette: "He looks like a pimp on a golf course." 24. Paul E., PH: "He's Pee Wee Herman with a Norman Bates complex." 25. Paul E./Ross, PH: (PED) "Who's your co-host on the CLASH? (JR) "Rowdy Bob Caudle." (PED) "Bob Caudle? He's on Social Security." (JR) "He has more hair than you do." 26. Ron Simmons, WWW: "One reason we won't lose to the Rock & Roll Express is it ain't never been in the books for it to happen."

STRONGEST COMMENTS - 1. Heenan, PTW, on Hogan: "He's the most famous athlete in the history of sports." 2. Gilbert, WMC: "Eddie Marlin, you would not sell TICKET ONE if it weren't for me and my brother." 3. Dave Brown, WMC: "With guys like the Gilberts, Eddie (Marlin) should have fired them last week." 4. Ross/Dangerously, PH: (JR) "I made Missy understand RUNNING THE GAUNTLET. You're a highly intelligent individual." (PED) "I am smarter than Missy." 5. Paul E., PH: "I know The Black Scorpion's not Sid Vicious. He does 2 or 3 minute interviews. Sid doesn't talk that long."

QUESTIONS OF THE WEEK - 1. Gene Okerlund, PTW, to Heenan: "Did you back into this job?" 2. Piper, WWF: "How can you blame Sapphire...what would you rather be doing: ballroom dancing or scrubbing toilets?" 3. Dangerously/Ross, PH: (PED) "Don't you love me?" (JR) "No comment." (PED) "Who are you, Oliver North?"

NICKNAMES OF THE WEEK - 1. THE SUPER HOTDOGS (Lance Russell on Vicious). 2. MAGNUM J.R. (Paul E. on Ross). 3. WACKY IRAQI (Paul E. on Sheik Ali Shikar). 4. THE HARPO MARX OF TAG TEAM WRESTLING (Ross on Bobby Eaton).

BEST PICTURES - 1. WMC, Gilbert hitting Lawler with the car on parking lot. 2. WMC, Bundy the Gorilla depicting rubber chicken as Downtown Bruno. 3. WWF, Barry Hardy's 2-tone hair. 4. WCW, Paul E. on phone. 5. WCW, Scott Steiner giving female fan WINE ME, DINE ME, FRANKENSTEIN ME shirt. 6. PH, Vicious throwing Dave Diamond into Tony Gilliam.

PASSWORD OF THE WEEK - EXPOSTULATE (Paul E. Dangerously: "Can we EXPOSTULATE on the virtues of using big words?").

BOO AWARDS - 1. Tony Anthony, WMC, for taking broken drink bottle and slashing Vicious Vicki in the face. Not only was it tasteless for a man to do it to a woman, it was as graphic as the Dusty Rhodes-Animal eyegouge in 1988. 2. Paul E., PH, for saying Roseanne Barr is a great singer.

TUBE TALK

Camera work on Gilbert-Lawler car angle was superb particularly considering it all had to be done with one hand-held camera. Not a shot was missed....What WAS missed was audio on the parking lot. A wireless or shotgun mike could have added greatly to the drama of that angle....Watching the angle in slow motion, you can see how Lawler took the bump actually running TOWARD the car and rolled with it. He made it look more devastating than it really was...Eddie Marlin referred to his former USWA champion as Snowman Eddie Crawford Saturday morning....Lance Russell and Sting are doing promos for WPTY in Memphis about the time change for NWA wrestling. As mentioned last week, the two shows will now go 10-12 a.m. with NWA PRO opposing the live USWA show on WMC.

POWER HOUR pre-empted this Friday. Brian Pillman's first opponent on RUNNING THE GAUNTLET Sept. 14 will be Tim Horner....WWF worked super fast to get SUMMER SLAM clips edited in syndie shows. The shows have to be shipped out Wednesdays to the stations....SOUTHEASTERN again another rerun last week....WWF took over CNWA time on TSN in Canada Monday. AWA and Ed Whalen's PRO WRESTLING PLUS have apparently been bumped....For a show with predominantly duplicates from NWA syndies, Paul E. & Ross at least overcame the material. Lots of "lines" but it takes that to keep a lackluster show going.

Our new monthly newsletter on TV nostalgia, FLASHBACK, is being mailed this week. For a sample of the first one, write us at the MATWATCH address and ask for FLASHBACK....An example of wrestling ratings during July in my market (Jackson TN): NWA WORLD WIDE, which airs Saturday at 10:30, pulled a 5 rating and 23 share (12,000 homes); WWF SUPERSTARS (Sat., 9 a.m.) scored a 3/11 and USWA CHALLENGE (Sat., 8 a.m.) came in with a 1/3....For you trivia buffs, Jack Brickhouse, the ex-Cubs and Bears announcer who will be the host of WGN's NWA show, hosted the longest-running network wrestling show ever. Brickhouse called play-by-play from the Marigold Arena in Chicago on the old DuMont network from 1949 to 1955 and was the announcer on the last night of network wrestling until the premiere of SATURDAY NIGHT'S MAIN EVENT in 1985.

Snowman Vacates

USWA NOW LEFT WITH NO CHAMPIONS

MEMPHIS----Snowman's failure to show for a "final warning" USWA title defense Aug. 27 against Brickhouse Brown has led to what has been expected for weeks: Snowman (Eddie Crawford) has been stripped of the USWA belt and is threatening to sue Jarrett Promotions.

Snowman continues to carry the belt while endorsing a furniture store and a bail bond company in TV ads. The Jarrett group has sent Shelby County sheriff's deputies after the belt but at deadline, the belt had not been returned.

Snowman reportedly had been injured four weeks ago but USWA insiders believe the former champion did not want to drop a title match to Eddie Gilbert.

In a related matter, the USWA tag team belts were held up after Downtown Bruno clobbered Jeff Jarrett with a pair of handcuffs Aug. 27 during a match where Jarrett and Jeff Gaylord were challenging champions Brian Lee and Don Harris. A title rematch was scheduled Monday night.

WHAT REALLY HAPPENED???: Extraordinary conjecture over the flap which enveloped Sting at an autograph session at John Arezzi's FANS FANTASY WEEKEND convention in New York with about 500 children still in line. The NWA office is vehemently defending the champion, with officials saying Sting stayed in place 20 minutes past his contracted 2 p.m. end time and adding they never would have agreed to Sting or any other performer selling autographs. Yet, some mainline New York reporters were less than thrilled seeing some children left crying. Who was right and who was wrong, I don't know. I wasn't there. But before this kind of thing is tried again, I hope all parties agree clearly on conditions.

ON THE OTHER HAND: Paul E. Dangerously signed nearly $500 worth of pictures and contributed the money to the Muscular Dystrophy Association on behalf of WCW.

IS SID REALLY HURT?: So we were told by the NWA office early in the week. It appeared he'd had, according to a key insider, a bad reaction to a steroid shot but others close to the promotion have told us the injury was more of a holdout for more money. As of the weekend, we'd been told the Sid and WCW are much closer to seeing eye-to-eye.

LAST DATES: Update to a THIS WEEK'S HEADLINES story.... Mark Callous' last night with the NWA is actually Sept. 11.

UPCOMING DATES: The STARRCADE locale may be switched from St. Petersburg because of a loss of the NWA's key Tampa Bay area TV outlet. The November CLASH XIII is tentatively set for the Jacksonville Coliseum, my old NWA stomping ground.

A COMEDY CLASSIC: I don't know who this Herb Abrams is. But at his news conference at Arezzi's convention, he said Blackjack Mulligan (who's in jail) is his booker and Bruiser Brody would be one of his stars. When told Brody was daed, Abrams said Brody was just injured. ????????

JUST IN CASE: Kerry Von Erich had to do a job for Curt Hennig the night after SUMMER SLAM at a WWF taping. I'm told the cameras were rolling but the match will never air unless Kerry suddenly decides to bolt Titan. On another note, Sheik Adnan al-Kaissie (Dewey Robertson) goes in as General Adnan, to manage Sgt. Slaughter but some thought had been given to naming him Saddam al-Kaissie.

MATWATCHING

WILL THEY USE A CADILLAC?: An Oct. 13 show is scheduled as FALL BRAWL '90 in Lorraine OH. Gilbert vs. Lawler for the USWA belt is on top with locals on most of the rest.

EL SCORPION?: We'll see (or have seen) Wednesday night if any of the nominees for The Black Scorpion were right but word Saturday came that Al Perez has been NWA-signed and will likely be The Scorpion for the month of September. And, of course, Danny Spivey returned but will not be a Skyscraper.

POWERHOUSE NICK: Nick Busich has also agreed to come into the NWA with the Powerhouse gimmick he's been using in GEORGIA ALL-STAR.

NOT SO STRONG: The LPWA tour, which included TV tapings, did not do well until the last night in Peoria IL where about 1,000 showed. Other crowds: Chicago (50), Decatur IL (250) and Hammond IN (500) were disappointing. LPWA execs overestimated the drawing power of SPORTS CHANNEL AMERICA.

MONDAY IN MEMPHIS: Labor Day at Mid-South, it was Lawler/Brickhouse vs. the Gilberts; rematch for the USWA tag belts: Jarrett/Gaylord vs. Lee/Harris; Dundee/Vicki vs. Anthony/DWG; and, cowboy boot match: Lowe vs. Marlin.

KILLING RUMORS: Two things Jim Herd told us this week: 1) no truth that the AWA will appear with WCW on WGN. Wayne Bloom had been told in the past week AWA wrestlers would be jointly used; 2) WCW is no longer interested in Jerry Jarrett's syndie network, particularly with Jarrett's recent loss of KTVT in Dallas and a key station in Tampa.

AN ESPN DEAL?: However, trusted sources have told MATWATCH Jarrett has closed a deal with ESPN to produce a first-run show for the cable sports network on Mondays and retain three LEGENDS shows a week. AWA would go.

EDDIE HITS LAWLER WITH CAR ON TV

MEMPHIS---Two and a half years after slamming Jerry Lawler through a windshield on the parking lot of WMC-TV, Eddie Gilbert hit Lawler with his brother Doug's car during an angle last Saturday morning.

The incident, a likely BEST TV ANGLE candidate, began when promoter Eddie Marlin "fired" the Gilberts and Sam Lowe from the USWA for their repeated gang violence. USWA CHAMPIONSHIP WRESTLING host Dave Brown announced a camera would follow Marlin and Gilbert out of the building, tipping off an angle.

After a shoving match, Gilbert began to kick Marlin until Lawler chased Gilbert to the waiting car. As Lawler attempted to help Marlin up, Gilbert raced the engine and Lawler caromed over the hood and off the side of the windshield in a dramatic bump. He appeared later to demand Marlin "un-fire" the Gilberts for Monday night's Mid-South matches.

RATINGS RAP

PRIME TIME OFF BUT

WWF STILL WINS WEEK

In a week where the nine-week string of PRIME TIME WRESTLING came to an end because of its pre-emption on USA Cable by Titan Sports, WWF ALL-AMERICAN WRESTLING posted its first weekly win in cable ratings in more than two years, thanks to a dip in the two NWA weekend shows on TBS.

ALL-AMERICAN scored a 2.6 rating and 7.8 percent share of audience, the lowest winning weekly rating since last October.

WORLD CHAMPIONSHIP WRESTLING fell to a 2.4, the lowest figure (except for an unscheduled 4:05 p.m. airing) in Ole Anderson's 14-week tenure as NWA booker/producer. NWA MAIN EVENT had a 23% drop from the previous week to a 2.3.

NWA POWER HOUR continued a string of eight consecutive sub-2 ratings on Friday nights Aug. 24 with a 1.8 during an evening of all-squash repeats.

The lone bright spot for TBS shows was in the replay of POWER HOUR, which tied its all-time high of 1.1 Aug. 25.

In syndication, it was another WWF win by nearly four ratings points.

CABLE

Week Ending Aug. 26	Rating	Share	Total Homes
WWF ALL-AMERICAN (USA 8/26)	2.6	7.8	1.4 million
NWA WORLD CHAMPIONSHIP (TBS 8/25)	2.4	5.7	1.34 million
NWA MAIN EVENT (TBS 8/26)	2.3	5.2	1.29 million
NWA POWER HOUR (TBS 8/24)	1.8	3.3	1.01 million
NWA POWER HOUR (R) (TBS 8/25)	1.1	9.0	616,000

SYNDICATION

Week Ending Aug. 19	Rating	Stations	Pct. U.S.
WORLD WRESTLING FEDERATION	9.7	244	97%
THE WRESTLING NETWORK (NWA)	6.0	174	94%

Friday Night in Dallas

KEVIN GETS ORDER AGAINST JARRETT/USWA

DALLAS----Kevin Von Erich, accompanied by a battery of six attorneys, has been granted an injunction by a Dallas judge temporarily banning Jerry Jarrett's USWA promotion from using the name Von Erich or any likeness of the family.

The dispute between Von Erich and Jarrett has apparently simmered since Kevin's brother Kerry left the USWA for the World Wrestling Federation last month. Kevin attempted a power play to become USWA Dallas booker in mid-August and was turned down by Jarrett.

Both Kevin and Kerry retained minority shares of USWA when their father Jack (Fritz Von Erich) Adkisson sold majority interest to Jarrett in 1988. But sources close to USWA told MATWATCH Jarrett claims Kerry signed an agreement to forfeit his shares of the promotion if he ever left for full-time employment with another wrestling group, a contention Kevin Von Erich is disputing. Kerry won the WWF Intercontinental title Aug. 27 at SUMMER SLAM '90.

Jarrett's and Von Erich's attorneys were expected to meet through the weekend to attempt to reach a settlement. MATWATCH has further learned former USWA and NWA manager Gary Hart, who has been promoting independent shows in the Dallas area, appeared with Von Erich at the Sportatorium Friday night. Sources close to the situation say Von Erich and Hart may be planning privately to revive the old World Class promotion in direct competition to Jarrett, whose matches are syndicated by Andrews Entertainment to 105 U.S. stations.

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